

September 25-29, 2017 #AKDigitalCitizenship

Alaska Digital Citizenship Week



FAMILY ENGAGEMENT PLAN

Introduction

Bring families into the conversation about digital citizenship. The generational divide poses new challenges to parents trying their best to support kids in this digital world. Many parents are learning as they go along. Even the most tech-savvy parents welcome the opportunity to help their children become better digital citizens. Bringing parents into the dialogue about digital citizenship will strengthen your efforts to develop skills and promote student responsibilities at school. Common Sense Education provides an extensive toolkit full of resources to help you do just that. We have included several suggestions for engaging families leading up to, during, and beyond Alaska Digital Citizenship Week September 25-29, 2017.

“The important thing is that the more parents hear about digital citizenship, the more likely they are to absorb the message. Experiment with different communication modalities; don’t limit yourself to just one. Most important, don’t give up!”

Susan Bearden, author
Digital Citizenship: A Community-Based Approach

Before Alaska Digital Citizenship Week 2017

1. Introduce your PTA/PTO or similar group to Common Sense Education’s yearlong parent outreach program, [Connected Families](#).
2. Consider sharing information with families today by embedding the “Making Sense” blog for families in your school’s or district’s website. Get the code:
<https://www.commonsensemedia.org/blog/widgets>.
3. Look at your school calendar and think about opportunities when you have a captive audience in your building. When adding events to the school calendar that invite parents, plan for a five

minute spotlight on a digital citizenship/digital learning lesson to be presented prior to the activity. For example, if your athletic director is holding a parent meeting for sports, plan a spotlight on the importance of your students' social media presence. Featuring student speakers will further engage parents.

4. Let parents know that your classroom, school, or district is participating in the Alaska Digital Citizenship Week. You can share the following or prepare your own press release:

Alaska Department of Education has partnered with Common Sense Education, a national non-profit organization that helps families and educators teach kids how to be safe and smart in today's media-driven world, for the second annual Alaska Digital Citizenship Week. From September 25-29, 2017, [School or District Name] will be participating through professional learning and collaboration, lessons and activities with students, and outreach to families!

During Alaska Digital Citizenship Week 2017

Daily: Use social media to share messages related to what your students will be learning at school using the #AKDigitalCitizenship and #aklearns hashtags.

Monday: You can share this Parent Tip video: [Learning with Technology](#). Encourage families to establish their own guidelines around using media and technology at home with this [Family Media Agreement](#) (one for each age range).

If you are a 1:1 district, help families manage their student's use of their devices outside of school. Bring them up to speed with your school's policies. You may also want to include a [Customizable Device Contract](#) for home use.

Let parents know that beginning Tuesday that students will be taking part in Common Sense Education lessons. [You can share this letter](#).

Tuesday: Today students are taking part in lessons focused on Self-Image & Identity. These lessons are designed to help students explore their own digital lives, focusing on their online versus their offline identity. Students learn the benefits and risks of presenting themselves through different personas and the effects on their sense of self, their reputation, and their relationships.

Share the Family Tip Sheet with parents:
[Elementary](#) | [Middle & High School](#)

Wednesday: Today students are taking part in lessons focused on Privacy and Internet Security. Students will learn strategies for managing their online information and keeping it secure from online risks such as identity thieves and phishing. They will learn how to create strong passwords, how to avoid scams and schemes, and how to analyze privacy policies.

Share the Family Tip Sheet with parents:

Elementary: [Password emphasis](#) or [Digital Footprint focus](#)
[Middle School](#) | [Middle and High School](#)

Thursday: Today students are taking part in lessons focused on Cyberbullying and Digital Drama. We believe bullying is everybody's business. Students learn what to do if they are involved in a cyberbullying situation. They will explore the roles people play and how individual actions — both negative and positive — can impact their friends and broader communities. Students are encouraged to take the active role of upstander and build positive, supportive online communities. Learn more about the labels we use when talking about bullying situations and strategies we discussed in the following article:

<https://www.common sense media.org/blog/bullying-is-everybodys-business>

Share the Cyberbullying Tip Sheet with parents:

Elementary ([English](#)) ([Spanish](#)) | Middle & High School ([English](#)) ([Spanish](#))

Additionally, Common Sense Education offers Middle School families: Dealing with Digital Drama ([English only](#))

Friday: Today students are taking part in lessons focused on Creative Credit and Copyright. We know that students are not the only ones living in a “copy/paste” culture. We all can benefit from reflecting on our responsibilities and rights as creators in the online spaces where we consume, create, and share information.

Share what your faculty is doing to model responsible use. Share the following Family Tip Sheets:

[Elementary School](#) | [Middle School and High School](#)

Beyond Alaska Digital Citizenship Week 2017

1. Ask local businesses if they would be willing to host a Connected Families event by providing space, wifi, and possible refreshments. Let them know that you will provide the facilitator and materials. Many districts have worked in their community to identify businesses that offer free wifi and welcome students. These locations are ideal for partnering with. Consider favorite eateries, the library, even the fire station!

Create a yearlong calendar of offerings on varying days and times to accommodate as many parent/caregiver schedules as possible. All the resources you need to run a series of [Conversation Cases](#) are provided by Common Sense Education. Each Conversation Case topic includes a facilitator's guide, promotional flyers (also in Spanish), a case study for discussion (with an annotated facilitator version), and a Family Tip Sheet. There are over a dozen topics to select from including [Young Children & Digital Footprints](#) and [Selfie Culture](#).

2. Schedule a weekly or monthly share of [Parenting Tip Videos](#). Common Sense Media has a vibrant collection covering timely and timeless topics. You can post the videos on your school's social media accounts. You can even share the videos on Facebook, Twitter, Pinterest, and Google+ directly from the Common Sense Media viewing page! The built in sharing tool even drafts the post for you. Add your personal message and you're all set! [Here's an example](#):

 Share on Facebook

Share on a Page you manage

 Indiana eLearning

Posting as  Indiana eLearning

Say something about this...



4 Great Fact-Checking Sites for Tweens & Teens

Parent's Guide: watch Common Sense Media's 4 Great Fact-Checking Sites for Tweens & Teens advice video to help you make informed decisions with your children.

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